

**Department of Management (SRIMCA)**  
**Uka Tarsadia University**

**Personal Information**

<b>Name</b>	:	Ms. Trishna Makwana
<b>Qualifications</b>	:	Ph. D (Pursuing), UGC-NET (Management), MBA (Marketing)
<b>Date of Birth</b>	:	18 <sup>th</sup> May 1989
<b>Area of Interest</b>	:	Consumer Behaviour, E-retailing, Relationship Marketing
<b>Teaching Experience</b>	:	4 Years and 10 Months
<b>Industrial Experience</b>	:	-
<b>Current Position</b>	:	Teaching Assistant, Department of Management (SRIMCA)
<b>Subject Taught</b>	:	Business Research, Strategic Management, Sales and Distribution Management, Product and Brand Management, Supply Chain Management, Principles of Marketing, Strategic Communication, Environment for Business, Business Marketing, Banking and Insurance, English language, Public Relations Management, Human Resource Management, Management of Co-operatives, Management Information Systems, Business Communication, Global Marketing, International Business Environment, Pharmaceutical Marketing, and Corporate Innovation and Entrepreneurship Management

**Contribution in Research**

Research Experience	:	4 Years
Research Paper Published	:	1 National, 2 International
Book Published	:	-
Research Paper Presented	:	1
Conferences Attended	:	1
Seminars Attended	:	3 Seminars, 3 Faculty Development Programmes
Workshop Attended	:	1
Expert Talk Delivered	:	3
Consultancy Project	:	

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**Details of Seminars, Conferences, Workshop, etc. attended**

<b>Sr. No.</b>	<b>Title of Seminars, Conferences, Symposia, Workshop, etc...</b>	<b>Date</b>	<b>Place</b>
1.	Faculty Development Programme on “Guiding Management Projects”	23 <sup>rd</sup> January 2016	BRCM College of Business Administration, Surat
2.	Workshop on “Multitasking – It’s Reality & Management”	15 <sup>th</sup> March 2013	It was organized by Enhancerzz in collaboration with CII (Confederation of Indian Industries), Surat
3.	Faculty Development Program on “Equities and Derivatives”	11 <sup>th</sup> February 2013	Department of Management, SRIMCA, Uka Tarsadia University
4.	National Level Conference on “Management Innovation Through Functional Reengineering”	16 <sup>th</sup> & 17 <sup>th</sup> March 2013	SSR Institute of Management & Research, Silvasssa
5.	Faculty Development Program on “Global Financial Crisis and its impact on Indian Economy”	7th April, 2014	Department of Management, SRIMCA, Uka Tarsadia University
6.	Seminar on “Patent Search Methodology”	21 <sup>st</sup> September, 2014	Uka Tarsadia University
7.	Seminar on “How to write thesis using Latex”	10 <sup>th</sup> January, 2015	Uka Tarsadia University
8.	One Day Symposium on “Innovations and practices in teaching learning pedagogy”	26 <sup>th</sup> March 2016	Sponsored by GUJCOST organized by Uka Tarsadia University

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**Details of Paper Presented in Conference/Seminars, etc.**

Sr. No.	Theme of Conference/ Seminar	Title of Research Paper	Organizer	Date
1.	National Level Conference on "Management Innovation Through Functional Reengineering"	"The Era of Retail E-Commerce in India"	SSR Institute of Management and Research, Silvassa	16 <sup>th</sup> & 17 <sup>th</sup> March 2013

**List of Articles Published**

Sr. No.	Title of Research paper	Name of Journal/Conference Proceeding /Book	Published by Vol./Year/Page No./No.
1.	"The Era of Retail E-Commerce in India"	Management Innovation Through Functional Reengineering	SSR Institute of Management & Research, Silvassa ISBN 978-81-927130-0-7
2.	Growth and Prospects of E-Retailing in India	Global Journal of Research in Management	Department of Management, SRIMCA, UTU
3.	A Study on Future Preferences and Satisfaction level of BRTS customers with special reference to Ahmedabad city.	International Journal of Scientific Research	ISSN No. 2277-8179, Vol.4, Issue 6, June 2015, Page No. 527-529

**Honors and Awards**

Year	Title	Awarding Body
2012	Certificate of Appreciation	Certificate of appreciation for my outstanding contribution to the success of the event "The All India Essay Writing Event 2012" organized by Shri Ram Chandra Mission & United Nations Information Centre for India and Bhutan.

**Extension Activities**

Certificate course on "Applied Statistics using SPSS (AS-SPSS)" Duration of course was 3 months (December 2012 – February 2013), Scored: B Grade

### **Other Activities**

- Designed syllabus of more than 15 subjects.
- Acted as paper setter, examiner and moderator for theory and practical examinations at Uka Tarsadia University
- Acted as project mentor for students
- Coordinator of “Soft Skills Programme” at Uka Tarsadia University.
- Committee member of Academic Development Cell of Uka Tarsadia University.
- Acted as counselor of students
- At institute level, member of cultural committee, marketing club, BizXellence (State-level competition organized every year), Anti-sexual committee, Women’s club, Discipline committee etc.